



KUTV
299 S Main St
Ste 150
Salt Lake City, UT 84111

Waterfront Strategies
1010 Wisconsin Ave
Washington, DC 20007

Contract # 1273218

Schedule Dates 03/26/12-04/03/12
Advertiser Center Forward (71144)
Agency Waterfront Strategies (7591)
Product POLITICAL ISSUE (ns) (1187)
Brand CENTER FORWARD (439385)
Salesperson TeleRep/DC, Washington DC (2995)
Sales Office TeleRep Washington DC
Buyer Name FURMAN,MIKE
Phone/Fax /
CPE 96/102/1082
Account Types National/Spot Agency BRD
Billing Type Standard
Comments CENTER FORWARD

Date Entered 03/23/12
Last Modified 03/23/12
Entered By Katie Freckleton
CO-OP No
Headline # 06086878
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$5,242.50
Net Total \$29,707.50
Sales Tax

Salt Lake City (KUTV)

By Broadcast Month	Spots	Rate
Apr. 2012	19	\$34,950.00
Grand Total:	19	\$34,950.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News (1)	03/26/12-03/30/12	1	:30	10P- 10:35P (MST)	2	X	X	X	X	X			2	\$3,680.00	\$7,360.00	Salt Lake City (KUTV)	KUTV NEWS AT 10P M-F	3/23/12
2.0	Normal Line / SPOT (1)	03/26/12-03/30/12	1	:30	10:35P- 11:38P (MST)	2	X	X	X	X	X			2	\$1,000.00	\$2,000.00	Salt Lake City (KUTV)	DAVID LETTERMAN	3/23/12
3.0	Normal Line / News	03/26/12-03/30/12	1	:30	6P- 6:30P (MST)	2	X	X	X	X	X			2	\$1,500.00	\$3,000.00	Salt Lake City (KUTV)	2 NEWS AT 6P	3/23/12
4.0	Normal Line / News	03/26/12-03/30/12	1	:30	6A- 8A (MST)	2	X	X	X	X	X			2	\$960.00	\$1,920.00	Salt Lake City (KUTV)	2 NEWS AT 6A	3/23/12
5.0	Normal Line / SPOT	03/26/12-03/30/12	1	:30	6:30P- 7P (MST)	1	X	X	X	X	X			1	\$1,540.00	\$1,540.00	Salt Lake City (KUTV)	ENTERTAINMENT TONIGHT	3/23/12
6.0	Normal Line / SPOT	03/26/12-03/30/12	1	:30	8A- 9A (MST)	1	X	X	X	X	X			1	\$500.00	\$500.00	Salt Lake City (KUTV)	CBS THIS MORNING	3/23/12
7.0	Normal Line / News	04/01/12-04/01/12	1	:30	10P- 10:35P (MST)								1	1	\$3,380.00	\$3,380.00	Salt Lake City (KUTV)	KUTV NEWS AT 10P SUN	3/23/12
8.0	Normal Line / News	04/01/12-04/01/12	1	:30	5P- 6P (MST)								1	1	\$1,090.00	\$1,090.00	Salt Lake City (KUTV)	2 NEWS AT 5P	3/23/12
9.0	Normal Line / Prime	03/27/12-03/27/12	1	:30	6:57-26P- CBS-NCIS (Tuesday)			1						1	\$5,000.00	\$5,000.00	Salt Lake City (KUTV)	NCIS	3/23/12
10.0	Normal Line / News	04/02/12-04/02/12	1	:30	10P- 10:35P (MST)		1							1	\$3,680.00	\$3,680.00	Salt Lake City (KUTV)	KUTV NEWS	3/23/12
11.0	Normal Line / SPOT	04/02/12-04/02/12	1	:30	10:35P- 11P (MST)		1							1	\$1,000.00	\$1,000.00	Salt Lake City (KUTV)	DAVID LETTERMAN	3/23/12
12.0	Normal Line / News	04/02/12-04/02/12	1	:30	6P- 6:30P (MST)		1							1	\$1,480.00	\$1,480.00	Salt Lake City (KUTV)	NEWS	3/23/12
13.0	Normal Line / News	04/02/12-04/03/12	1	:30	6A- 8A (MST)	1	X	X						1	\$960.00	\$960.00	Salt Lake City (KUTV)	NEWS	3/23/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

K. Freckleton 3/26/12



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299 S Main St
Ste 150
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Washington, DC 20007

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Sales Office TeleRep Washington DC
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Phone/Fax /
CPE 96/102/1082
Account Types National/Spot Agency BRD
Billing Type Standard
Comments CENTER FORWARD

***** THIS IS A CASH IN ADVANCE SCHEDULE ***** CENTER FORWARD

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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
14.0	Normal Line / SPOT	04/02/12-04/02/12	1	:30	6:30P- 7P (MST)	1	1							1	\$1,540.00	\$1,540.00	Salt Lake City (KUTV)	ENT TONIGHT	3/23/12
15.0	Normal Line / SPOT	04/02/12-04/03/12	1	:30	8A- 9A (MST)	1	X	X						1	\$500.00	\$500.00	Salt Lake City (KUTV)	CBS THIS MORN	3/23/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

REP HEADLINE# 6086878
*** ORIGINAL REV#0 ***

REP: TEL# 215-564-1206
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

FAX# 215 564 1103
HARRIS REPORT FROM REP

MAR22/12 15.
*** KUTV-TV ***

ADV # _____ ADV. NAME ISS/CENTER FORWARD
AGY # _____ AGY. NAME WATERFRONT STRATEGIES
1010 WISCONSIN AVENUE
WASHINGTON, DC 20007

REP.# _____ OFF.# _____ SALESMAN # WV
BUYER NAME MIKE FURMAN
SALES PRSN WA- CHERYL BLAIR

ORDER # 1213218 CONTRACT # 6086878
PRDCT CENTER FORWARD EST#1082 COMMENTS: (LINE, ORDER, INVOICE)

CLASS: NATL. LOCAL REGIONAL

FLIGHT DATES MAR26/12 APR6/12 WK-2

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____

DATE MAR22/12 15.5

REP: TO: NSM/NSA
FR: JULIE FOR CHERYL
** NEW ORDER **
TTLS \$34950..19X
PLS CFM, THX 3/22

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
CENTER FORWARD

:LINE#:	REP	:CD:	TIME PERIOD	: LGTH :	SEC :	RATE	: START	: END	:SPTS:	WEEK :	DAYS	:TOTL:
:	:LINE#:	:	:	:	:	:	: DATE	: DATE	: /WK:	INVT :	:	:SPTS:

AGENCY ADVERTISER CODE = 96
AGENCY PRODUCT CODE = 102

AGENCY EST# = 1082

1	1000P-1035P	30	\$3,680.00	3/26	3/30	2	M-F	B500	2			
1	1000P-1035P	30	\$3,680.00	4/2	4/6	0	M-F		0			
PROGRAM : KUTV NEWS AT 10P M-F												
CON COM1: KUTV NEWS AT 10P M-F												
2	1035P-1138P	30	\$1,000.00	3/26	3/30	2	M-F	✓	2			
2	1035P-1138P	30	\$1,000.00	4/2	4/6	0	M-F		0			
PROGRAM : DAVID LETTERMAN												
CON COM1: DAVID LETTERMAN												

MAR22/12 15.
*** KUTV-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			600P-630P	30		\$1,540.00	3/26	3/30	2		M-F	2
3			600P-630P	30		\$1,540.00	4/2	4/6	0		M-F	0
PROGRAM : 2 NEWS AT 6P												
CON COM1: 2 NEWS AT 6P												
4			600A-800A	30		\$960.00	3/26	3/30	2		M-F ✓	2
4			600A-800A	30		\$960.00	4/2	4/6	0		M-F	0
PROGRAM : 2 NEWS AT 6A												
CON COM1: 2 NEWS AT 6A												
5			630P-700P	30		\$1,540.00	3/26	3/30	1		M-F ✓	1
PROGRAM : ENTERTAINMENT TONIGHT												
CON COM1: ENTERTAINMENT TONIGHT												
6			800A-900A	30		\$480.00	3/26	3/30	1		M-F ✓	1
PROGRAM : CBS THIS MORNING												
CON COM1: CBS THIS MORNING												
7			1000P-1035P	30		\$3,380.00	4/1	4/1	1		SUN ✓	1
PROGRAM : KUTV NEWS AT 10P SUN												
CON COM1: KUTV NEWS AT 10P SUN												
8			500P-600P	30		\$1,090.00	4/1	4/1	1		SUN ✓	1
PROGRAM : 2 NEWS AT 5P												
CON COM1: 2 NEWS AT 5P												
9			700P-800P	30		\$4,900.00	3/27	3/27	1		TUE 5000	1
PROGRAM : NCIS												
CON COM1: NCIS												
10			1000P-1035P	30		\$3,680.00	4/2	4/2	1		MON ✓	1
PROGRAM : KUTV NEWS												
CON COM1: KUTV NEWS												

REP: TEL# 215-564-1206
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

FAX# 215 564 1103
HARRIS REPORT FROM REP

MAR22/12 15.
*** KUTV-TV **

REP HEADLINE# 6086878
*** ORIGINAL REV#0 ***

:LINE#:	REP	:CD:	TIME PERIOD	: LGTH :	SEC :	RATE	: START	: END	:SPTS:	WEEK :	DAYS	:TOTL:
:	LINE#:	:	:	:	:	:	DATE	DATE	/WK:	INVT :	:	SPTS:
11			1035P-1100P	30		\$1,000.00	4/2	4/2	1		MON ✓	1
PROGRAM : DAVID LETTERMAN CON COM1: DAVID LETTERMAN												
12			600P-630P	30		\$1,540.00	4/2	4/2	1		MON ① 1200	1
PROGRAM : NEWS CON COM1: NEWS												
13			600A-800A	30		\$960.00	4/2	4/3	1		M-TU ✓	1
PROGRAM : NEWS CON COM1: NEWS												
14			630P-700P	30		\$1,540.00	4/2	4/2	1		MON ✓	1
PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT												
15			800A-900A	30		\$480.00	4/2	4/3	1		M-TU 500	1
PROGRAM : CBS THIS MORN CON COM1: CBS THIS MORN												

APR/12 34950.00

CONTRACT TOTAL 34950.00
TOTAL SPOTS 19

MARKET TOTALS \$99,857 KUTV 35% KTVX 27% KSL 18% KSTU 20% KUCW 0% KJZZ 0% KCSG 0%
KMYU 0%

SVC- NSI
DEMOS- RA35+*